Seven Corners Comprehensive Plan – Opportunity Area C
Survey Results from Open House on December 9, 2014

Final Question:
Which team's scenario is the most desirable?
- Team 1:   76 votes
- Team 2:   57 votes
- Team 3:   64 votes
- No Build Option: 14 votes

Team 1:
Is the concept presented a good mix of uses for the site? 39 Yes; 18 No; 18 not sure/maybe
What uses might you add?
— More green space/parks***
— Less residential*, more retail*
— More multi-family*/less office and retail
— Like the idea of keeping the Sears tower*
— Like community space/entertainment use*
— Less density
— Okay without adding entertainment/community use
— Like the single family/townhomes

Do you generally agree with the size of the buildings & their heights? 36 Yes; 22 No; 17 not sure/maybe

How well does this concept encourage new development while protecting the adjacent neighborhood?
- Average score = 3.03 out of 5

What would you suggest to make this concept better?
— Dead-end Juniper*****
— No new road connecting Juniper to Patrick Henry****
— Do not dead-end Juniper***
— Lower tallest buildings by a couple floors***
— No residential should be added until traffic issues on Route 50 and Route 7 are resolved**
— Eliminate school connection*
— Not sure if developers will find this 'worth their while'. Add 1-2 floors more residential to make it palatable to developer*
— Minimum 800,000 sqft density. Allow flexible uses based on market demand
— Add pedestrian and bicycle access to existing neighborhoods*
— Restrict neighborhood parking
— More green space*
— More transition to neighborhood**
— Avoid sending traffic from new residents through Patrick Henry
— Green space associated with the school*
— Less office* and residential
— Too much development
— School overcrowding is a concern
— More senior housing*
— Green spaces and green roofs are great and should be used*
— More retail* and office*

Team 2:
Is the concept presented a good mix of uses for the site? 30 Yes; 23 No; 22 not sure/maybe
What uses might you add?

* Asterisks refer to the number of times a similar comment was repeated.

— Too much/a little less housing ***
— Too dense**
— Okay with 5-7 stories*
— Like the mix of green spaces and buildings
— Like townhomes
— Dog park
— Big open space oriented to the park
— More pedestrian access
— More retail*/restaurants/green space*/office

Do you generally agree with the size of the buildings & their heights? 34 Yes; 22 No; 19 not sure/maybe

How well does this concept encourage new development while protecting the adjacent neighborhood?
- Average score = 3.00 out of 5

What would you suggest to make this concept better?
— Less residential********
— Dead end Juniper*****
— Like green space ideas, multi-seasonal park***
— Lower some building heights*** Five stories max*
— More retail*, professional office*, entertainment use, restaurants
— Open up Shadeland*, Juniper, and Nicholson to traffic
— Eliminate school connection*
— Like road layout with townhomes*
— This one seems like Shirlington, which I really like
— Like ideas for Juniper Lane traffic calming
— Do not like mixed use. Causes parking and zoning issues
— Remove retail that doesn't have visibility from Route 7
— Allow more flexibility based on market demand
— More pedestrian connections
— Need enough economic diversity to pay for amenities
— Green roofs for stormwater management. Green space for schools needed
— More parking
— Add single-family homes
— Senior community center
— Underground parking

Team 3:
Is the concept presented a good mix of uses for the site? 31 Yes; 26 No; 18 not sure/maybe
What uses might you add?
— Too much residential**
— Like the field next to the school and the multi-seasonal park
— More multi-family residential (70%)
— More pedestrian access
— Okay if kept to the lower range of densities presented*
— More mixed-use
— Okay, but percentages need to be rearranged
— More retail*, office, green space

Do you generally agree with the size of the buildings & their heights? 36 Yes; 22 No; 17 not sure/maybe

How well does this concept encourage new development while protecting the adjacent neighborhood?
- Average score = 2.92 out of 5

* Asterisks refer to the number of times a similar comment was repeated.

What would you suggest to make this concept better?

- Like the school field/park space*******
- Dead end Juniper******
- Too much residential****
- Too dense/tall***
- Eliminate Patrick Henry/Juniper Lane connection***
- More pedestrian access*
- More retail*
- Block entry to Patrick Henry from Lake Barcroft and Columbia Pike
- Avoid use of Patrick Henry by new residents
- Encourage more retail on backside. Retail seems spread out. Missed opportunity for gathering but do like park ideas
- Keep the Sears tower
- No school playground
- Eliminate community use
- Eliminate road connecting Juniper and Patrick Henry
- No Sec-8 housing
- Not inviting along Route 7
- Incl. Plan language "preserving Shadeland cul-de-sac observes the foundation of revitalization by preserving the established community of Sleepy Hollow Manor, est. 1953 despite that it seems to contradict the concept of connecting communities."
- No multi-seasonal park. School field is enough
- Need shopping mall
- No need to keep Sears tower
- Underground parking
- Add senior housing

What are the top five amenities you would like to see in the redevelopment site?

Amenities Listed	# of people who selected the amenity as one of their top five
Outdoor Cafes/Seating	55
Green Space	54
Recreational Space	30
High-quality Architectural Finishes	30
Urban Plaza	29
Cultural Use (i.e. Theatre)	29
Public Art/Fountains	26
Public Trail	20
Dog Park	17
Community Meeting/Gathering Space	17
Other	Retail***, RSUs*, pedestrian access, traffic calming, safe place for children to play, lighting, safety features, green roofs for treating stormwater*, availability of parking

According to participants who ranked the amenities in order, the average ranking of the top five amenities are: **(1 is the highest)**

1. Green Space   2.0
2. Outdoor Cafes/Seating   2.7
3. Recreational Space   2.8
4. Dog Park   3.0
5. Urban Plaza   3.1

* Asterisks refer to the number of times a similar comment was repeated.

General Comments/Feedback

- No more drug stores**
- Schools to support new population growth**
- Farmer's market*
- Dog park*
- Keep Sears tower and repurpose it**
- Improve pedestrian access to Route 7 from neighborhood west of Juniper Lane*
- Specialty grocery store
- Maintain connectivity within the neighborhoods
- Have RSU's
- Maintain Shadeland cul-de-sac until majority of Seven Corners revitalization is complete. Then let neighborhood decide if pedestrian connection is desired
- More access points to Route 7, Shadeland, and Juniper
- Don't connect Patrick Henry to Juniper
- Rental continuing care retirement housing
- More senior housing* and senior center
- Free commuter parking (significant number of Feds in this area where the government transit subsidy does not pay for parking)
- Less residential* and more high-end retail
- Two parking spaces per residential unit
- Free parking garage
- More traffic studies to determine impact to community on Juniper and Patrick Henry
- More green space
- Preserve established communities
- Prevent cut through into Sleepy Hollow Manor and Lake Barcroft
- Be aware of lighting issues on athletic field next to Bailey's Upper School. Get close to neighbor impact
- Provide protection from the elements for pedestrians (indoor mall)
- Need for office space is not as strong/in demand as was in the past
- Make sure that new development incorporates traffic calming elements
- Include major outdoor field/play area for the Upper Baileys Elementary School
- Make sure transportation, traffic flow and schools are funded
- All three concepts have positive and negative aspects - they all need work
- Only Virginia native plants
- Bird friendly, water design (shallow water, ex: pond, brook, small waterfall)
- No chemical sprays in landscaping
- Walking trail with distance marker
- Traffic plans should include more of the surrounding context

* Asterisks refer to the number of times a similar comment was repeated.